

# ORDER

**Orders**  
**Order / Rev:** 2872550  
**Alt Order #:** WOC14524326  
**Product Desc:** Braun for IN  
**Estimate:** 4072  
**Flight Dates:** 04/10/24 - 04/16/24  
**Original Date / Rev:** 03/07/24 / 04/10/24  
**Order Type:** General

**WHAS**  
**Primary AE:** Thomas Clark  
**Sales Office:** TSLA  
**Sales Region:** NAT

**Agency**  
**Name:** Target Enterprises/ POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** Mike McCauley  
15260 Ventura Blvd; Ste 1240  
Sherman Oaks, CA 91403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/ Mike Braun / R / Governor / IN  
**Demographic:** A35+  
**Product Codes:** PL-Candidate: State Governor (LUR)  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** M226326  
**Agency External ID:** 2041AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/16/24	16	\$2,560.00	\$2,176.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	16	\$2,560.00	\$2,176.00	38.96
<b>Totals</b>	<b>16</b>	<b>\$2,560.00</b>	<b>\$2,176.00</b>	<b>38.96</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Thomas Clark			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHAS	15%	\$2,560.00
Market	100%	\$17,066.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$14,506.67
WAVE	0%	\$0.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	0%	\$0.00
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	04/10/24	04/16/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MT-----	:30	2	\$120.00	P04	1.98	NM	2	\$240.00
1302567 Index: 93															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/24	04/16/24	MT-----		2				\$120.00		1.98			

Order / Rev: 2872550  
 Alt Order #: WOC14524326  
 Flight Dates: 04/10/24 - 04/16/24

Advertiser: POL/ Mike Braun / R / Governor / IN  
 Product Desc: Braun for IN  
 Estimate: 4072  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/10/24	04/12/24	Good Morning America	CM	7-9a	--WTF--	:30	3	\$120.00	P04	2.20	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/24	04/16/24	MT-----		2				\$120.00		1.98			
		1302567 Index: 93													
N 3	WHAS	04/10/24	04/16/24	Local News @ 530p M-FCM	CM	530-6p	MT-----	:30	2	\$140.00	P04	2.50	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	--WTF--		3				\$120.00		2.20			
		1302567 Index: 100													
N 4	WHAS	04/10/24	04/16/24	Local News @ 6p M-F	CM	6-630p	MT-----	:30	2	\$250.00	P03	3.41	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/24	04/16/24	MT-----		2				\$140.00		2.50			
		1302567 Index: 96													
N 5	WHAS	04/10/24	04/12/24	Local News @ 530p M-FCM	CM	530-6p	--WTF--	:30	3	\$140.00	P04	2.18	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	--WTF--		3				\$140.00		2.18			
		1302567 Index: 100													
N 6	WHAS	04/10/24	04/12/24	Local News @ 6p M-F	CM	6-630p	--WTF--	:30	3	\$160.00	P04	2.83	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	--WTF--		3				\$160.00		2.83			
		1302567 Index: 96													
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHAS	04/08/24-04/14/24	Local News @ 6p M-F		6-630p	--WThF----	:30		<del>(\$160.00)</del>		2.83	NM		
				See MG 6.4,6.5											
				[NA/Oversold]											
	3	WHAS	04/08/24-04/14/24	Local News @ 6p M-F		6-630p	--WThF----	:30		<del>(\$160.00)</del>		2.83	NM		
				See MG 6.4,6.5											
				[NA/Oversold]											
	4	WHAS	04/08/24-04/14/24	Local News @ 6p M-F		6-630p	---ThF----	:30		\$250.00		2.83	NM		
				MG for 6.3,6.1											
	5	WHAS	04/08/24-04/14/24	Local News @ 6p M-F		6-630p	---ThF----	:30		\$250.00		2.83	NM		
				MG for 6.3,6.1											
N 7	WHAS	04/10/24	04/14/24	This Week Su	CM	9-10a	-----S	:30	1	\$100.00	P04	1.55	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----S		1				\$100.00		1.55			
		1302567 Index: 93													
													Totals	16	\$2,560.00